

Medicaid
Quit Line Data Summary
January 1 - March 31, 2003

	<u>Medicaid</u>	<u>State</u>
Number of Calls to Quit Line	N = 853	N = 4,042
Percent of Statewide Calls	33.7%	100.0%
Percent of State Population in County¹	NA	100.0%
	Medicaid %	State %
Gender	N = 844	N = 3,581
Female	67.8%	62.2%
Male	32.2%	37.8%
Race/Ethnicity	N = 792	N = 3,087
People of Color	15.9%	12.9%
White	84.1%	87.1%
Age	N = 850	N = 3,298
Less than 18 years old	0.6%	1.8%
18 - 24 years old	11.3%	14.6%
25 - 34 years old	21.8%	23.1%
35 - 44 years old	30.2%	27.0%
45 years and older	36.1%	33.5%
Education	N = 833	N = 3,197
Did not graduate high school	30.5%	19.2%
High school graduate	34.5%	32.7%
Some college/vocational school	28.9%	36.6%
College graduate	6.1%	11.4%
Caller Type	N = 853	N = 3,656
General Information	0.6%	9.4%
Health care provider	0.1%	3.2%
Tobacco user	99.3%	87.4%
Payer Type	N = 853	N = 2,529
Medicaid	100.0%	33.7%
Heard About	N = 760	N = 3,148
Past caller	11.8%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	33.6%	24.8%
Television	11.6%	18.3%
Outdoor advertisement (billboard/bus/wall)	2.1%	4.9%
Targeted mailing	0.5%	0.2%
Great Start	0.0%	0.1%
Radio	0.7%	1.9%
Newspaper/Magazine	0.8%	2.5%
Brochure/Newsletter	7.2%	8.2%
Family or friend	27.0%	24.2%
Health Department	4.3%	4.5%
School	0.4%	0.7%